



Sweet Spreads Packaging in Romania

September 2025

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Sweet Spreads Packaging in Romania - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium and sustainable glass packaging offers alternative to rigid plastic
Eco-friendly innovation and premium appeal shape sweet spreads packaging
Changing pack types and sizes reshape sweet spreads packaging in Romania

PROSPECTS AND OPPORTUNITIES

Outlook for sweet spreads packaging driven by shifting consumption habits and innovation
Competitive landscape set to evolve in sweet spreads packaging

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Sweet Spreads Packaging in Romania - Company Profiles

Packaging Industry in Romania - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Packaging sizes in the food industry are shifting in response to demand for convenience and portion control

Romania's non-alcoholic drinks packaging accelerates towards circularity, boosted by DRS success

Lightweighting and material innovation redefine alcoholic beverage packaging in Romania

Refillable packaging reshapes sustainability strategies in Romania's beauty and personal care market

HDPE bottles maintain their dominance in Romanian home care packaging thanks to their durability and eco-innovation

Convenience-driven packaging shapes pet food trends

PACKAGING LEGISLATION

Romania is undergoing a comprehensive packaging transformation driven by new regulations, with industry adaptation and consumer impact at the forefront

Extended Producer Responsibility acts as a catalyst for innovation and accelerates the transition to a circular economy

Romania's new transparency rules on shrinkflation increase consumer protection and reshape packaging strategies

RECYCLING AND THE ENVIRONMENT

The Deposit Return System rapidly transforms recycling habits and drives progress towards EU circular economy goals

Comprehensive educational campaigns drive Romania's shift towards a culture of sustainable waste management and circular economy practices

Romania's recent waste policies show progress towards a circular economy and better resource management

Table 1 - Overview of Packaging Recycling and Recovery in Romania: 2022/2023 and Targets for 2024

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-spreads-packaging-in-romania/report.